

한 국 어 교 육 재 단

Korean Language & Culture Foundation

February 17, 2014

Mr. Nolan Chen

Milpitas Sister Cities Commission

Sent Via Email

Dear Mr. Chen,

On behalf of the Korean Language and Culture Foundation and Seongnam City, I would like to send our appreciation to the Milpitas Sister Cities Commissioners for giving us an opportunity to make a presentation on Seongnam city at the commission meeting on January 23, 2014. Also, I want to thank you for your hard work for this project.

We have come up with the following answers to your questions on the letter you have sent on January 31, 2014.

□ Economic – Both Seongnam and Milpitas are home to major high-tech companies and can benefit from mutual cooperation and conferences which bring the companies together. Does Seongnam envision Seongnam – Silicon Valley Conferences to be primarily organized by our cities or by the high-tech companies? Does Seongnam see other opportunities outside of the high-tech industry for mutual economic development?

Response – Seongnam City envision the Seongnam-Silicon Valley Conferences to be organized both cities and high-tech companies in both cities. Yes, Seongnam plans many economic projects for mutual economic development in both cities as follows;

Background:

There are more than 6,000 companies including modern companies such as IT, Medi-bio and game contents and manufacturing business in Seongnam City, and there is the Supporting Business Department and Seongnam Industry Promotion Agency in Seongnam City. They provide annual workshops and conferences to support the new business, R&D, marketing and education. We, Seongnam City, want to suggest to develop the following programs with City of Milpitas.

1. Sharing Data Base of main companies in both cities

We want to share the data base of main companies between two cities to figure out the

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characteristics of main companies in both cities so we will be able to come up with ideas how we can help each other.

2. Establishing Seongnam Business Center at the Great Mall in Milpitas

We plan to open Seongnam Business Center at the Great Mall in Milpitas. We will design and put a symbol to promote the sister cities relationship between two cities in front of the center, and try to make it as one of the tour point. We will display and sell the products of the main companies in Seongnam, and it will be used to show our sister cities relationship.

3. Inviting companies and buyers of Milpitas City to Seongnam International Contents Event

Seongnam City has held Annual Seongnam International Contents Event where we invite buyers and speakers overseas in the fall. If there are some buyers or businessmen in the game contents field in Milpitas, we will invite them to this year event. Seongnam City will provide roundtrip airfare and room and board for them, and if there is a speaker, we will pay honorarium, too.

4. Korean-U.S. Silicon Valley IT Conference

We have IT businesses such as mobile, hardware, software, security, semiconductor and so on in Seongnam City, and we can plan to have a conference to talk about how we can work together for IT companies between two cities such as inviting speakers and visiting companies in their sister city. It can be planned for year 2015.

□ Education – The Milpitas Unified School District sets the guidelines for annual student visits with Sister Cities of Milpitas. What types of student exchanges, and for what duration, does Seongnam envision? Is there a part of the year best for Milpitas students to visit Seongnam?

In order to answer your questions with better understanding, I will explain how the education system works in Korea. The Ministry of Education in the federal government of Korea controls educational policy, and Seongnam Office of Education Support runs all education matters of Seongnam City. Based on them, schools run educational system.

- 1. Seongnam City discusses with the Seongnam Office of Education Support (similar to school district in U.S.) about various programs, and we want to suggest the following educational exchanging programs.**

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Name of Project	Content	Qualification	Length	Fees
Junior High School Students Homestay	<ul style="list-style-type: none"> ▪ Participate in language classes and other general classes ▪ Visiting Universities and meeting officers of the universities ▪ Fieldtrip to IT companies in Silicon Valley ▪ Visiting City hall ▪ Cultural Fieldtrip 	7th -8th graders	10 days	Parents will pay for their children
High School Students Homestay	<ul style="list-style-type: none"> ▪ Participate in language classes and other general classes ▪ Visiting Universities and meeting officers of the universities ▪ Fieldtrip to IT companies in Silicon Valley ▪ Visiting City hall ▪ Cultural Fieldtrip 	9th – 10th graders	10 days	Parents will pay for their children
Junior Ki Moon Pan Project	<ul style="list-style-type: none"> ▪ Mentoring gifted talented students to make them as the juniors of the Secretary General of United Nation, Ki Moon Pan 	8th graders	10 days	Seongnam City will pay
Junior Young Sil Chang Project	<ul style="list-style-type: none"> ▪ Mentoring gifted talented students in science field to make them as the juniors of the great scientists in Joseon Dynasty of Korea, Young Sil Chang 	8th graders	10 days	Seongnam City will pay

2. Seongnam City will be able to provide students from City of Milpitas through the Seongnam Foreign Language high School for the 11th graders.

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□ Culture – The exchange of arts and performance groups provide opportunities for us to taste each other's culture. Milpitas conducts a variety of educational and cultural exchanges with our Sister Cities

that do not involve travel. These include photo exchanges to create displays that share information, social events, and history. We also have enjoyed the temporary exchange of culturally significant items, such as paintings or pottery, which are informative and interesting to each community. We just began an 'e-pal' (electronic pen pal) project between Milpitas and Sister City students that fosters friendship and knowledge about each student's culture and community. Do activities such as these fit in with Seongnam's vision for cultural exchange?

Yes, Seongnam City wants to have various ways of cultural exchange, and we want to suggest the following cultural exchange programs.

1. Performance Program

Seongnam City can send various performance group to show Korean traditional music and dances such as samulnori, and we hope to exchange the Milpitas Community Concert Band and Seongnam City Saranbang Cultural Club Band performances.

2. Exhibitions Program

We hope to have various exhibitions including photo of cultures of two cities, painting and various traditional culture such as crafts, Korean paper crafts, pottery and so on.

3. Korean Alphabet Day Event

We want to sponsor the Annual Korean Alphabet Day event, which was held at the City Hall of Milpitas in 2013 by supporting books, Hangeul (Korean alphabet) T-shirts and so on.

4. Media Exchange event

We hope to set up exchange programs to provide students in both cities to be friends to exchange e-mails, to exchange Medias and to share websites to introduce both cities.

I hope the above plans and visions from Seongnam City will be enough to answer your questions. If you have any question, please do not hesitate to contact me at drkoo@adroitcollege.org or 408-805-4554.

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Thank you for your time and effort for this project, and I will be at the commission meeting with our members of Milpitas-Seongnam Sister Cities Preparation Committee (M-SSCPC) at 6:00 p.m. on February 27, 2014.

Sincerely,



**Eun-Hee Koo, Ed.D.
Chair of M-SSCP**

**Email cc: Jose Esteves, Mayor
Carmen Montano, Council Liaison
Milpitas Sister Cities Commission
Seung Hoon Han, Spoker of Seongnam City**

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Responses from Seongnam City representatives by Friday, February 21 would be appreciated and will further discussions at the next Commission meeting (February 27 at 6PM).

Also, please feel free to pose questions for the City of Milpitas so that I may research the answers for you.

Sincerely,

Nolan Chen Milpitas Sister Cities Commission

Email cc: Jose Esteves, Mayor

Carmen Montano, Council Liaison

Milpitas Sister Cities Commission